WHAT IS CLAIMED:

1. A method for image sharing based on a face in an image, comprising:

defining a sharing rule defining with which one or more recipients images are shared based on face identifying information; and

applying face identifying information associated with the image to the sharing rule to determine the one or more recipients with which the image should be shared.

2. The method of claim 1, further comprising:

determining the face identifying information associated with the image using a face recognition technique in conjunction with a database of face information.

3. The method of claim 1, further comprising:

determining the face identifying information associated with the image by a user identifying a face in the image.

4. The method of claim 1, further comprising:

automatically making the image available to the determined one or more recipients.

5. The method of claim 4, wherein making the image available comprises at least one of automatically sending a copy of the image to the determined one or more recipients by e-mail or automatically sending a link to the image on a Web site to the determined one or more recipients.

6. The method of claim 1, further comprising converting the face identifying information into face data using a face information database.

7. The method of claim 1 wherein the image comprises at least one of a digital photo or digital video.

8. The method of claim 1 wherein the sharing rule specifies any one of a set of face identifying information, a range of face identifying information or a characteristic of an item or set of face identifying information.

9. The method of claim 1 wherein the sharing rule comprises a rule that images are only to be shared with the one or more recipients that are on a buddy list.

10. The method of claim 1, wherein the face identifying information comprises a personal name of a person whose face is in the image.

11. A system for image sharing based on a face in an image, comprising:

a sharing rule defining with which one or more recipients images are shared based on face identifying information; and

a sharing engine to apply face identifying information associated with an image to the sharing rule to determine the one or more recipients with which the image should be shared.

12. The system of claim 11, wherein the sharing engine is further adapted to determine the face identifying information associated with the image using a face recognition technique in conjunction with a database of face information.

13. The system of claim 11, wherein the sharing engine is further adapted to determine the face identifying information associated with the image by a user identifying a face in the image.

14. The system of claim 11, further comprising:

a sending unit to automatically make the image available to the determined one or more recipients.

15. The system of claim 14, wherein the sending unit is adapted to at least one of automatically send a copy of the image to the determined one or more recipients by e-mail or automatically send a link to the image on a Web site to the determined one or more recipients.

16. The system of claim 11, wherein the sharing engine is further adapted to convert the face identifying information into face data using a face information database.

17. The system of claim 11 wherein the image comprises at least one of a digital photo or digital video.

18. The system of claim 11 wherein the sharing rule specifies any one of a set of face identifying information, a range of face identifying information or a characteristic of an item or set of face identifying information.

19. A computer program product including computer program code to cause a processor to perform a method for image sharing based on a face in an image, the method comprising:

defining a sharing rule defining with which one or more recipients images are shared based on face identifying information; and

applying face identifying information associated with the image to the sharing rule to determine the one or more recipients with which the image should be shared.

20. The computer program product of claim 19, wherein the method further comprises determining the face identifying information associated with the image using a face recognition technique in conjunction with a database of face information.

21. The computer program product of claim 19, wherein the method further comprises determining the face identifying information associated with the image by a user identifying a face in the image.

22. The computer program product of claim 19, wherein the method further comprises automatically making the image available to the determined one or more recipients.

23. The computer program product of claim 22, wherein making the image available comprises at least one of automatically sending a copy of the image to the determined one or more recipients by e-mail or automatically sending a link to the image on a Web site to the determined one or more recipients.

24. The computer program product of claim 19, wherein the method further comprises converting the face identifying information into face data using a face information database.

25. The computer program product of claim 19 wherein the image comprises at least one of a digital photo or digital video.

26. The computer program product of claim 19 wherein the sharing rule specifies any one of a set of face identifying information, a range of face identifying information or a characteristic of an item or set of face identifying information.

27. The computer program product of claim 19 wherein the sharing rule comprises a rule that images are only to be shared with the one or more recipients that are on a buddy list.

28. The computer program product of claim 19, wherein the face identifying information comprises a personal name of a person whose face is in the image.

29. A computer program product including computer program code to cause a processor to perform a method of sharing an image having a face, the method comprising:

analyzing the image to determine the face;

associating face identifying information to the image corresponding to the determined face;

determining a recipient of the image based upon the face identifying information; and

making the image available to the recipient.

30. The computer program product of claim 29 wherein the image comprises at least one of a digital photo or digital video.